

WHAT IS CLAIMED IS:

- 1 1. A method of facilitating consumption of a consumable item, comprising:
2 receiving a request for an executable consumption program, the request being
3 received from a device associated with a consumption of the consumable item; and
4 arranging for the device to receive the executable consumption program.

- 1 2. The method of claim 1, wherein said arranging comprises:
2 transmitting the executable consumption program to the device.

- 1 3. The method of claim 2, further comprising:
2 based on said transmitting, arranging for an exchange of payment with at least one
3 of: (i) a customer, (ii) a provider, and (iii) a third party.

- 1 4. The method of claim 3, wherein the exchange of payment is performed via a
2 payment identifier, the payment identifier being further associated with a payment in
3 exchange for the consumable item.

- 1 5. The method of claim 2, wherein at least one of said receiving and said
2 transmitting are performed via at least one of: (i) a wireless device, (ii) a Bluetooth
3 device, (iii) a communication port, (iv) a storage device, (v) an optical device, (vi) a
4 magnetic device, and (vii) a device adapted to detect a material.

- 1 6. The method of claim 2, wherein said receiving and transmitting are performed
2 by one of: (i) the consumable item, (ii) a device associated with dispensing the
3 consumable item, (iii) a package containing the consumable item, (iv) a medium storing

4 the consumable item, (v) a device attached to the consumable item, (vi) a device
5 incorporated within the consumable item, and (vii) a device located in proximity with the
6 consumable item.

1 7. The method of claim 1, wherein the request includes at least one of: (i) a
2 requesting device identifier, (ii) a customer identifier, (iii) a consumable item provider
3 identifier, (iv) a third party identifier, (v) a requested executable consumption program
4 identifier, (vi) a current executable consumption program identifier, (vii) a payment
5 identifier, and (viii) a consumable item identifier.

1 8. The method of claim 1, wherein the consumable item comprises at least one
2 of: (i) fuel, (ii) bandwidth, (iii) entertainment information, (iv) executable information,
3 (v) food, (vi) paper, (vii) electricity, and (viii) information storage capacity.

1 9. The method of claim 1, wherein the device comprises one of: (i) a device
2 adapted to control a consumption of the consumable item, (ii) a device that consumes the
3 consumable item, (iii) a device powered by the consumable item, (iv) a vehicle, (v) a
4 device adapted to transform the consumable item, (vi) a medium for storing the
5 consumable item, and (vii) a processor for executing or translating the consumable item.

1 10. The method of claim 1, wherein the executable consumption program is
2 adapted to improve a consumption of the consumable item.

1 11. The method of claim 1, further comprising:
2 selecting the executable consumption program based on at least one of: (i)
3 information received from the device, (ii) information associated with the consumable
4 item, and (iii) an ambient condition.

1 12. The method of claim 1, further comprising:
2 adjusting the executable consumption program based on at least one of: (i)
3 information received from the device, (ii) information associated with the consumable
4 item, and (iii) an ambient condition.

1 13. The method of claim 1, further comprising:
2 dispensing the consumable item.

1 14. The method of claim 1, further comprising:
2 verifying that the device is authorized to receive the executable consumption
3 program.

1 15. An apparatus, comprising:
2 a processor; and
3 a storage device in communication with said processor and storing instructions
4 adapted to be executed by said processor to:
5 receive a request for an executable consumption program, the request
6 being received from a device associated with a consumption of a consumable
7 item; and
8 transmit the executable consumption program to the device.

1 16. The apparatus of claim 15, wherein said storage device further stores at least
2 one of: (i) an executable consumption program database, (ii) an executable consumption
3 program rule database, and (iii) a transaction database.

1 17. The apparatus of claim 15, further comprising:
2 a communication device coupled to said processor and adapted to communicate
3 with at least one of: (i) a remote information device, (ii) a device adapted to control a
4 consumption of the consumable item, (iii) a device that consumes the consumable item,
5 (iv) a device powered by the consumable item, (v) a vehicle, (vi) a device adapted to
6 transform the consumable item, (vii) a medium for storing the consumable item, (viii) a
7 processor for executing or translating the consumable item, and (ix) a payment device.

1 18. A medium storing instructions adapted to be executed by a processor to
2 perform a method of facilitating consumption of a consumable item, said method
3 comprising:

4 receiving a request for an executable consumption program, the request being
5 received from a device associated with a consumption of the consumable item; and
6 transmitting the executable consumption program to the device.

1 19. A method of facilitating consumption of a consumable item, comprising:
2 transmitting an executable consumption program request to a device associated
3 with the consumable item; and
4 receiving the executable consumption program.

1 20. The method of claim 19, wherein said transmitting and receiving are
2 performed by one of: (i) a device adapted to control a consumption of the consumable
3 item, (ii) a device that consumes the consumable item, (iii) a device powered by the
4 consumable item, (iv) a vehicle, (v) a device adapted to transform the consumable item,
5 (vi) a medium for storing the consumable item, and (vii) a processor for executing or
6 translating the consumable item.

1 21. The method of claim 19, wherein the device comprises one of: (i) the
2 consumable item, (ii) a device associated with dispensing the consumable item, (iii) a
3 package containing the consumable item, (iv) a medium storing the consumable item, (v)
4 a device attached to the consumable item, (vi) a device incorporated within the
5 consumable item, and (vii) a device located in proximity with the consumable item.

1 22. The method of claim 19, further comprising:
2 executing the executable consumption program.

1 23. The method of claim 19, further comprising:
2 consuming the consumable item in accordance with the executable consumption
3 program.

1 24. A method of facilitating consumption of a consumable item, comprising:
2 receiving a consumable item along with an executable consumption program;
3 executing the executable consumption program; and
4 in response to said execution, receiving a supplemental consumable item.

1 25. The method of claim 24, wherein at least one of the consumable item and the
2 supplemental consumable item comprises at least one of: (i) text information, (ii) audio
3 information, (iii) image information, (iv) executable information, and (v) entertainment
4 information.

1 26. The method of claim 24, wherein the consumable item comprises a first set of
2 information and the supplemental consumable item comprises a second set of information
3 associated with the first set.

1 27. The method of claim 24, wherein the supplemental consumable item
2 comprises supplemental information, and the executable consumption program enables
3 encrypted supplemental information to be retrieved via a communication network.

1 28. The method of claim 27, wherein the executable consumption program
2 further enables the encrypted supplemental information to be decrypted.

1 29. The method of claim 24, wherein the consumable item comprises a first type
2 of item and the supplemental consumable item comprises a second type of item.

1 30. The method of claim 29, wherein the consumable item comprises a storage
2 item and the supplemental consumable item comprises information to be stored via the
3 storage item.

1 31. A consumable item, comprising:
2 a consumable portion; and
3 an executable consumption program portion, the executable consumption program
4 portion comprising a medium storing an executable consumption program, the executable
5 consumption program being associated with the exchange of a supplemental consumable
6 item.